

2011 ENERGY STAR® Partner Meeting
Agenda at a Glance

	A	B	C	D	E	F	G	H
1	Sunday, November 6, 2011							
2	5:00 -- 7:00 PM	Registration Open				* Indicates a repeating session		
3	Monday, November 7, 2011	PLENARY & MEALS	EXPO	Networking: Regional Breakouts & One-on-One	Lighting	Appliances & WH	Electronics	Marketing, Communications & IT
4	7:00 AM -- 6:00 PM	Registration Open						
5	7:30 -- 8:30 AM	Breakfast						
6	8:30 -- 9:00 AM	Welcome & Opening Remarks						
7	9:00 -- 10:00 AM	Lighting Specification Development Update: Luminaires and Lamps						
8	10:00 -- 11:00 AM				Energy Efficiency Program Portfolio Updates			
9	11:00 -- 12:00 PM	Quick Connects: Lighting Manufacturers & Efficiency Programs						
10	12:00 -- 1:00 PM	Lunch						
11	1:00 -- 2:00 PM			one-on-one meetings only	Lighting Portfolio Planning			Co-Branding with ENERGY STAR*
12	2:00 -- 3:00 PM							Leveraging EPA's Change the World, Start with ENERGY STAR Campaign: Getting Involved*
13	3:00 - 3:30 PM	PM Break						
14	3:30 -- 4:30 PM							Using Social Media to Promote Energy Efficiency*
15	4:30 -- 5:30 PM							
16	Time TBD	Evening Cocktail Reception: Hosted by Lowe's						
17	Tuesday, November 8, 2011	PLENARY & MEALS	EXPO	Networking: Regional Breakouts & One-on-One	Lighting	Appliances & WH	Electronics	Marketing, Communications & IT
18	7:00 AM -- 6:00 PM	Registration Open						
19	7:00 -- 8:00 AM	Breakfast						
20	8:00 -- 9:00 AM				Marketing for Lighting - What Works & What Doesn't			Co-Branding with ENERGY STAR (REPEAT 1)
21	9:00 -- 10:00 AM				Resources Consumer Education "Sticky Issues"			Using Social Media to Promote Energy Efficiency (REPEAT 1)
22	10:00 - 10:30 AM	AM Break						
23	10:30 -- 11:30 AM				Claiming Savings Using a Market Share Approach: Lessons Learned			Shaping the Future of the ENERGY STAR Campaign - interactive feedback session*
24	11:30 -- 12:30 PM							Consumer Mindset
25	12:30 -- 1:30 PM	Lunch						
26	1:30 -- 2:20 PM	Welcome to Charlotte by Partner Guest Speaker & ENERGY STAR Update						
27	2:20 -- 2:30	10 minute break						
28	2:30 -- 3:30 PM	Retailer Summits		one-on-one meetings only				Leveraging EPA's Change the World, Start with ENERGY STAR Campaign: Getting Involved (REPEAT)
29	3:30 -- 4:00 PM		PM Break					
30	4:00 -- 5:00 PM			one-on-one meetings only				Applying for POY: Submitting a Competitive Application*
31	5:00 - 6:00 PM			one-on-one meetings only				ENERGY STAR Mobile*
32	Time TBD	Evening Cocktail Reception: Hosted by Electrolux						

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	A	B	C	D	E	F	G	H
	Wednesday, November 9, 2011	PLENARY & MEALS	EXPO	Networking: Regional Breakouts & One-on-One	Lighting	Appliances & WH	Electronics	Marketing, Communications & IT
33								
34	7:00 AM -- 5:30 PM	Registration Open						
35	7:00 -- 8:00 AM	Breakfast						
	8:00 -- 9:00 AM	ENERGY STAR at 20 & Guest Speaker: Social Marketing						
36								
	9:00 -- 10:00 AM	Quick Connects: Appliance/Water Heater/Electronics Manufacturers & Efficiency Programs			Overview of the Development of Lighting Test Methods and Standards			
37								
38	10:00 - 10:30 AM	AM Break						
	10:30 -- 11:30 AM				Lighting Manufacturer Session: Common Roadblocks to Qualification	Specification Updates: Appliances*	Specification Updates: CE/IT*	Shaping the Future of the ENERGY STAR Campaign -Interactive feedback session (REPEAT)
39								
	11:30 -- 12:30 PM				Retailer Perspectives on Energy Efficiency Programs for Lighting & Appliances			Using Social Media to Promote Energy Efficiency (REPEAT 2)
40								
	12:30 -- 1:30 PM	Lunch				RAD Partners Working Lunch (Invite Only)		
41								
	1:30 -- 2:30 PM					Responsible Appliance Disposal (RAD) Program Update	Successful Energy Efficiency Program Models for CE/IT	
42								
	2:30 -- 3:30 PM	Retailer Summits		one-on-one meetings only		New Initiatives: ENERGY STAR Most Efficient, Approaching Smart Grid, and Emerging Technology*	Panel: Marketing CE with ENERGY STAR -- what success looks like	Co-Branding with ENERGY STAR (REPEAT 2)
43								
44	3:30 -- 4:00 PM							
	4:00 -- 5:00 PM			PM Break				Applying for POY: Submitting a Competitive Application (REPEAT)
45								
	5:00 -- 6:00 PM			one-on-one meetings only				ENERGY STAR Mobile (REPEAT)
46								
47	Time TBD	Evening Cocktail Reception: Hosted by Sears						
	Thursday, November 10, 2011	PLENARY & MEALS	EXPO	Networking: Regional Breakouts & One-on-One		Appliances & WH	Electronics	
48								
49	7:00 AM -- 6:00 PM	Registration Open						
50	7:00 -- 8:00 AM	Breakfast						
	8:00 -- 9:00 AM					Focus on Laundry: Residential Clothes Dryer Opportunities	Panel: Market Trends for electronics	
51								
	9:00 -- 10:00 AM							
52								
53	10:00 -- 10:30 AM	AM Break						
	10:30 -- 11 :30 AM					Specification Updates: Appliances (REPEAT)	How to Partner with ENERGY STAR to Promote STBs	
54								
	11:30 -- 12:30 PM					Taking Advantage of New ENERGY STAR Savings Opportunities and Marketing Tools	The Role of Online Research in marketing CE	
55								
56	12:30 -- 1:30 PM	Lunch						
	1:30 -- 2:30 PM					Residential Water Heater Specification Stakeholder Meeting	Specification Updates: CE/IT (REPEAT)	
57								
	2:30 -- 3:30 PM							
58								
59	3:30 -- 5:30 PM							
60	5:30 PM - on	Evening Activities on Your Own						